

B.Com. : Semester V  
Paper BC 5.1 (b): PRINCIPLES OF MARKETING

Date Range	Topics
20.07.2022 - 26.07.2022	Introduction to Marketing: Meaning, Nature, Scope, Importance; Marketing Philosophies
27.07.2022 - 02.08.2022	Marketing Mix, Marketing Environment: Need for Studying; Micro Environmental Factors
03.08.2022 - 09.08.2022	Micro Environmental Factors, Macro Environmental Factors
10.08.2022 - 16.08.2022	Consumer Behaviour: Need for Studying, Consumer Behaviour: Types; Stages in Consumer Buying Decision Process
17.08.2022 - 23.08.2022	Stages in Consumer Buying Decision Process, Factors Influencing Consumer Buying Decisions
24.08.2022 - 30.08.2022	Market Segmentation: Concept, Importance, Levels, Bases; Market Targeting: Concept, Factors
31.08.2022 - 06.09.2022	Product Positioning: Concept, Bases; Product Differentiation: Concept, Bases
07.09.2022 - 13.09.2022	Product Decisions: Concept, Classification, Levels; Product-Mix Dimensions
14.09.2022 - 20.09.2022	Branding: Concept, Functions, Types, Qualities; Packaging and Labeling: Concept, Functions
21.09.2022 - 27.09.2022	Product Support Services, Product Life Cycle: Concept, Marketing Strategies; New Product Development Process
28.09.2022 - 01.10.2022	New Product Development Process, Pricing Decisions: Objectives, Factors, Methods, Strategies
02.10.2022 - 10.10.2022	<b>Semester break</b>
12.10.2022 - 18.10.2022	Distribution Decisions: Channels of Distribution, Importance; Types of Distribution Channels and Functions
19.10.2022 - 25.10.2022	Factors Affecting Choice of Distribution Channel; Distribution Logistics: Concept, Importance, Decisions
26.10.2022 - 01.11.2022	Wholesaling and Retailing, Promotion Decisions: Communication Process, Importance; Promotion Mix: Concept, Characteristics
02.11.2022 - 08.11.2022	Promotion Mix: Concept, Characteristics; Factors Influencing Promotion Mix Decisions
09.11.2022 - 16.11.2022	Contemporary Issues in Marketing: Relationship Marketing; Sustainable Marketing; Rural marketing; Social marketing; Digital marketing; Ethical issues in marketing.